



3315-90

# A GIANT COLORING BOOK

**SPECIAL  
PRICE**  
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**\$1.39**

## BEETLEJUICE

**ENTER EARLY FOR A  
FREE BOOK**

**PLUS  
WIN A  
FAMILY TRIP  
TO WASHINGTON, D.C.**

See Back Cover for  
Coloring Contest  
Details.



**EASY  
TEAR-OUT PAGES**



# BEEETLEJUICE™



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**A GOLDEN BOOK®**  
Western Publishing Company, Inc.  
Racine, Wisconsin 53404

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# BEETLE JUICE'S BUSINESS





KNOWING THAT I SHOULD BE WARY,  
STILL I SUMMON SOMEONE SCARY.  
WITH THESE WORDS I TURN HIM LOOSE;  
BEETLEJUICE, BEETLEJUICE,  
BEETLEJUICE.





IT'S SHOW TIME,  
FOLKS!





**I FEEL LIKE MY LIFE  
AFTER DEATH  
LACKS MEANING.**









**I THINK THAT  
SPELLS TROUBLE.**









**YOU'RE RIGHT,  
KID. LET'S GO!**



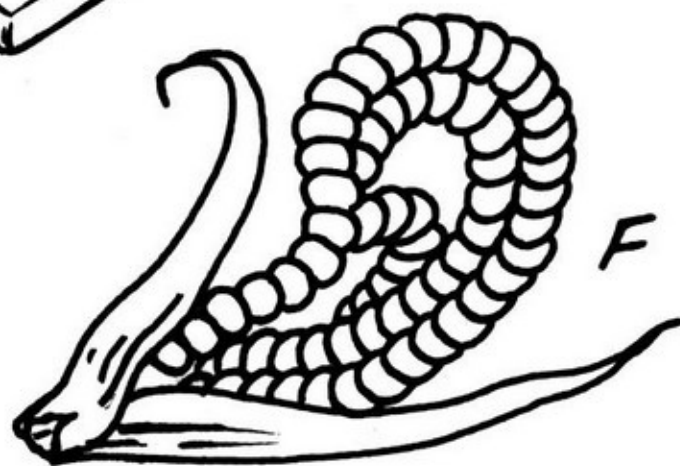
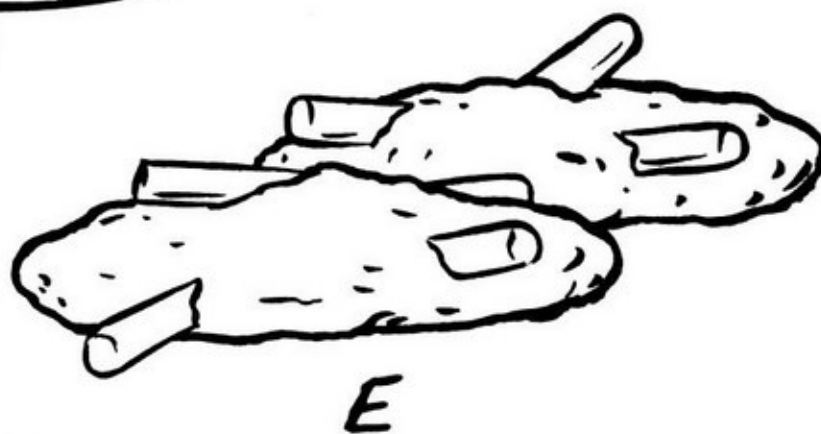
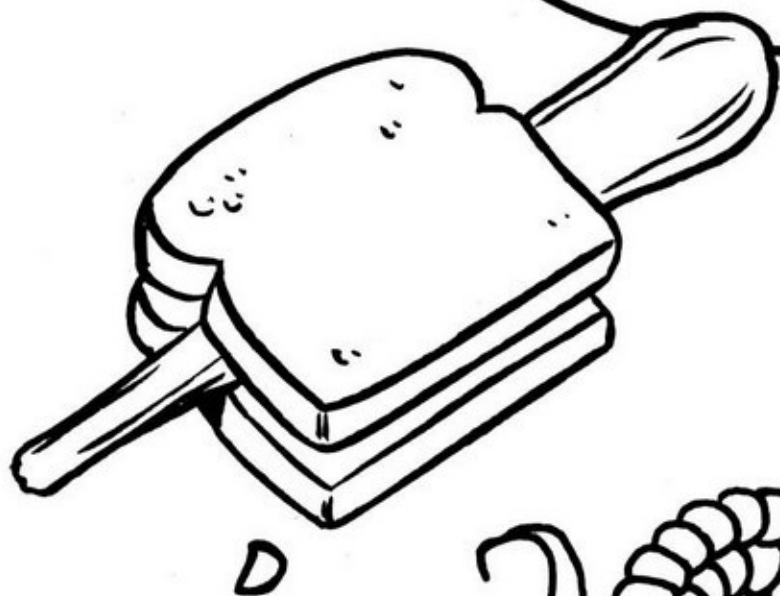
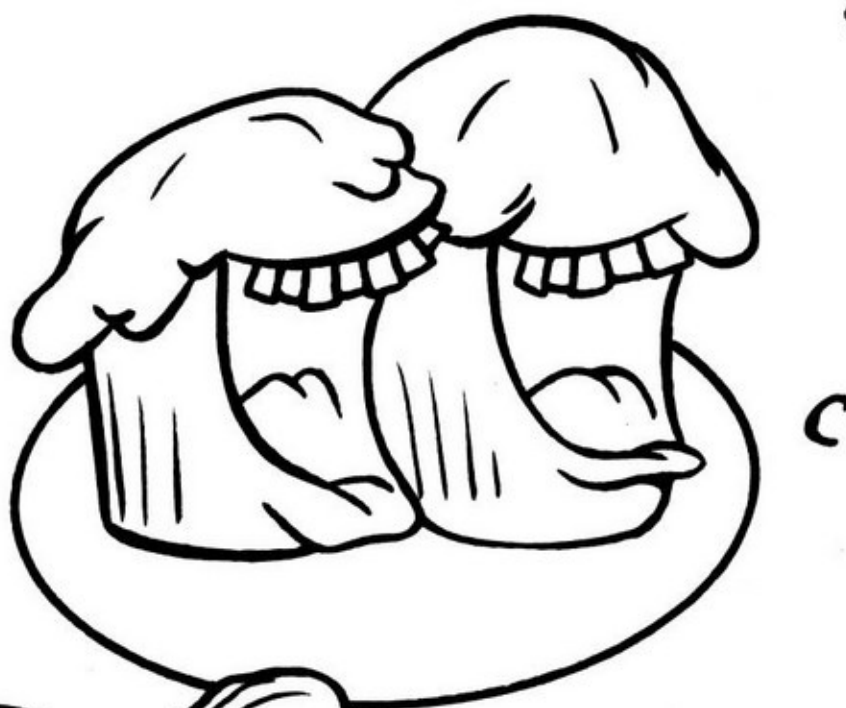
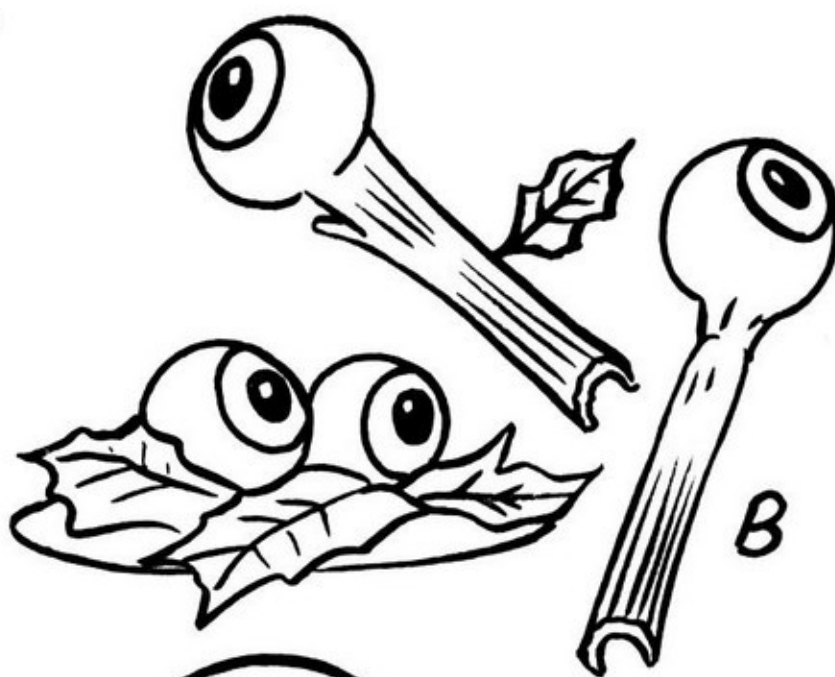
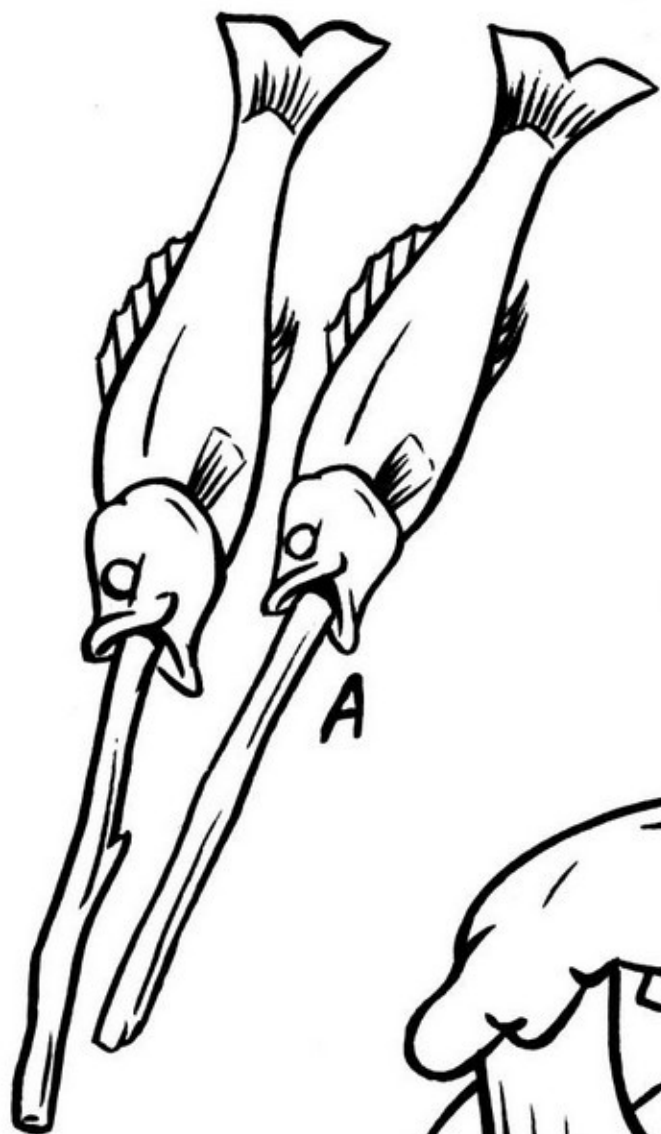


**MANAGING A GROSSERY STORE...**





**SEEMS LIKE A GOOD BUSINESS.**







Here are some things you might find in a Neitherworld grocery store. Can you guess what they are? Use the word list if you need help.

Word List

CLUB SANDWICH  
FISH STICKS  
SEEFOOD  
CHALK CHIP COOKIES  
SCREAM PUFFS  
COTTAGE CHEESE  
CHEESE CURLS  
SANDWICH  
STEWED BEEF  
EAR OF CORN

Answers: A. FISH STICKS, B. SEEFOOD, C. SCREAM PUFFS, D. CLUB SANDWICH, E. CHALK CHIP COOKIES, F. EAR OF CORN, G. SANDWICH, H. STEWED BEEF, I. CHEESE CURLS, J. COTTAGE CHEESE



JUST THINK, I'D  
ALWAYS HAVE A  
FRESH SUPPLY OF  
BEETLES.

CHOCOLATE  
BEETLES





# ARRESTURAUNT

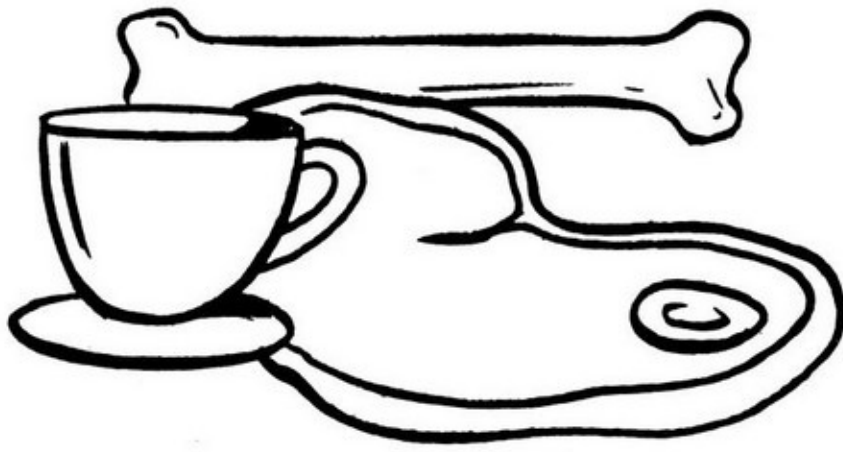
MAYBE ARRESTURAUNT  
WOULD BE A BETTER IDEA.











# ARRESTURAVNT



## APPETIZERS



STUFFED MUSHROOMS



# SALAD



CAESAR SALAD

# ENTREES

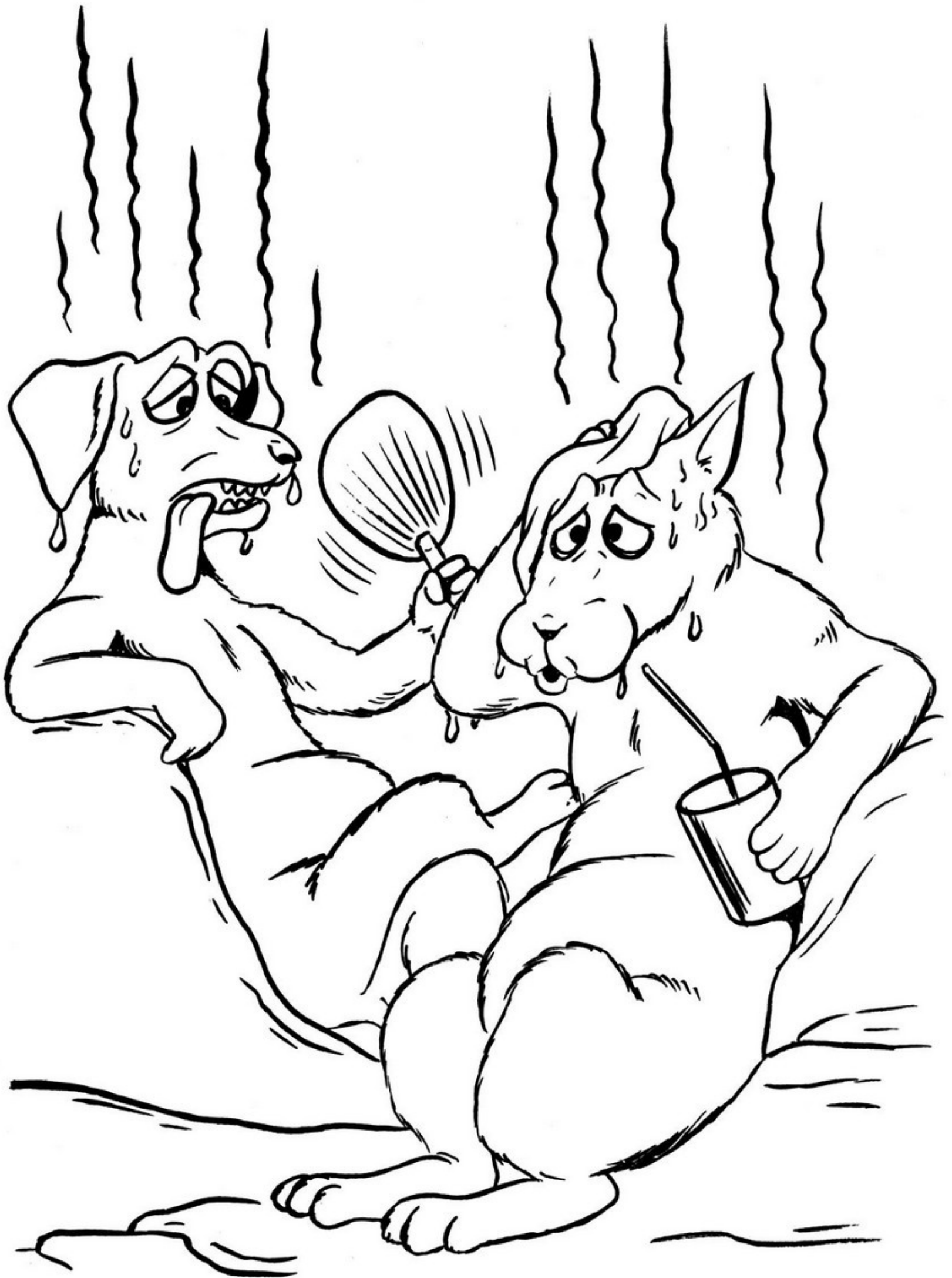


STUFFED FILLET OF SOLE





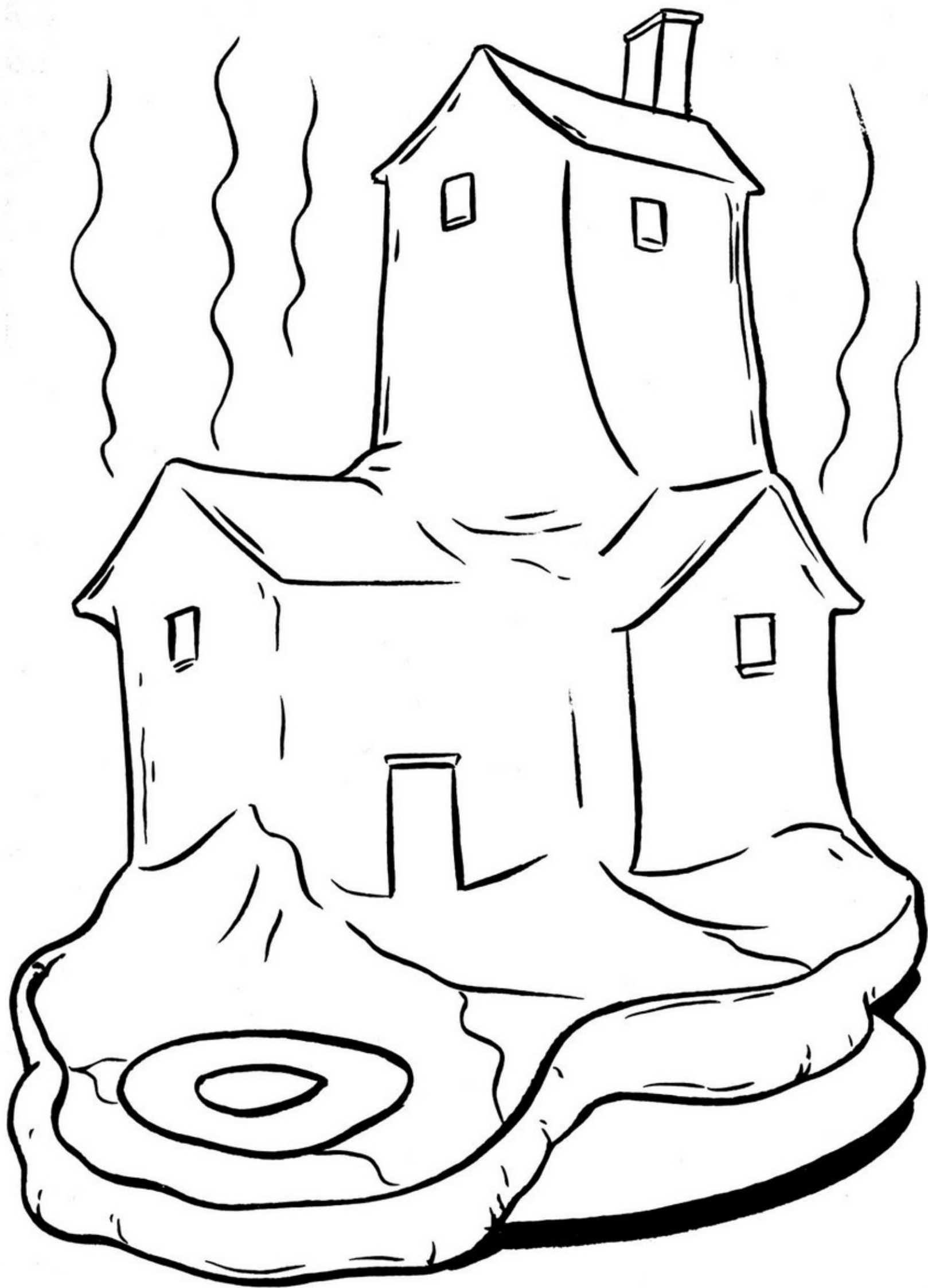
SHRIMP "SCAMPING"



HOT DOGS







**PORTERHOUSE STEAK**

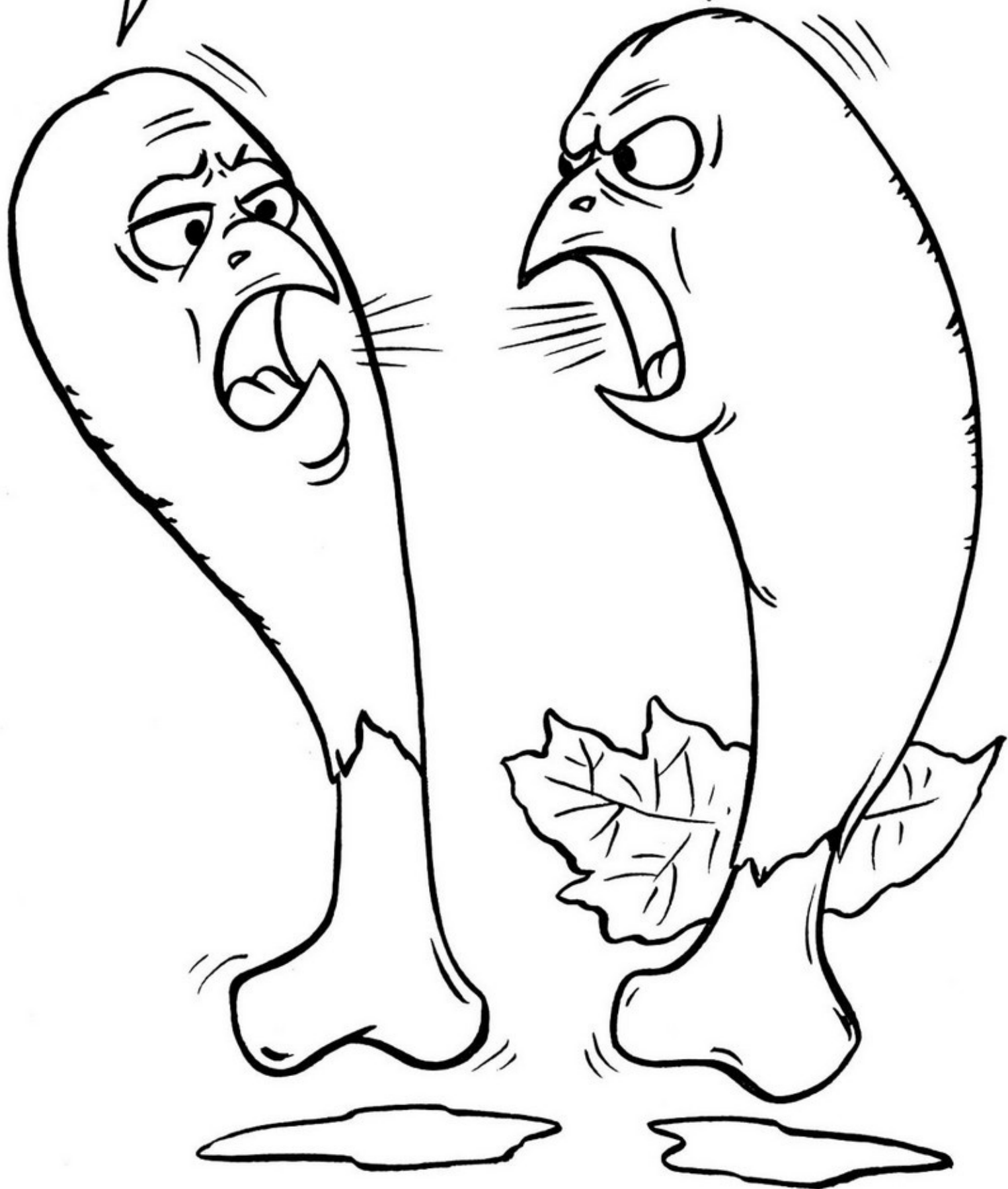




CHICKEN A LA KING

YOU LOOK  
LIKE A TURKEY!

OH, YEAH,  
YOU LOOK  
LIKE A GOOSE.



MOCK CHICKEN  
LEGS



# DESSERT



CHOCOLATE  
MOOSE

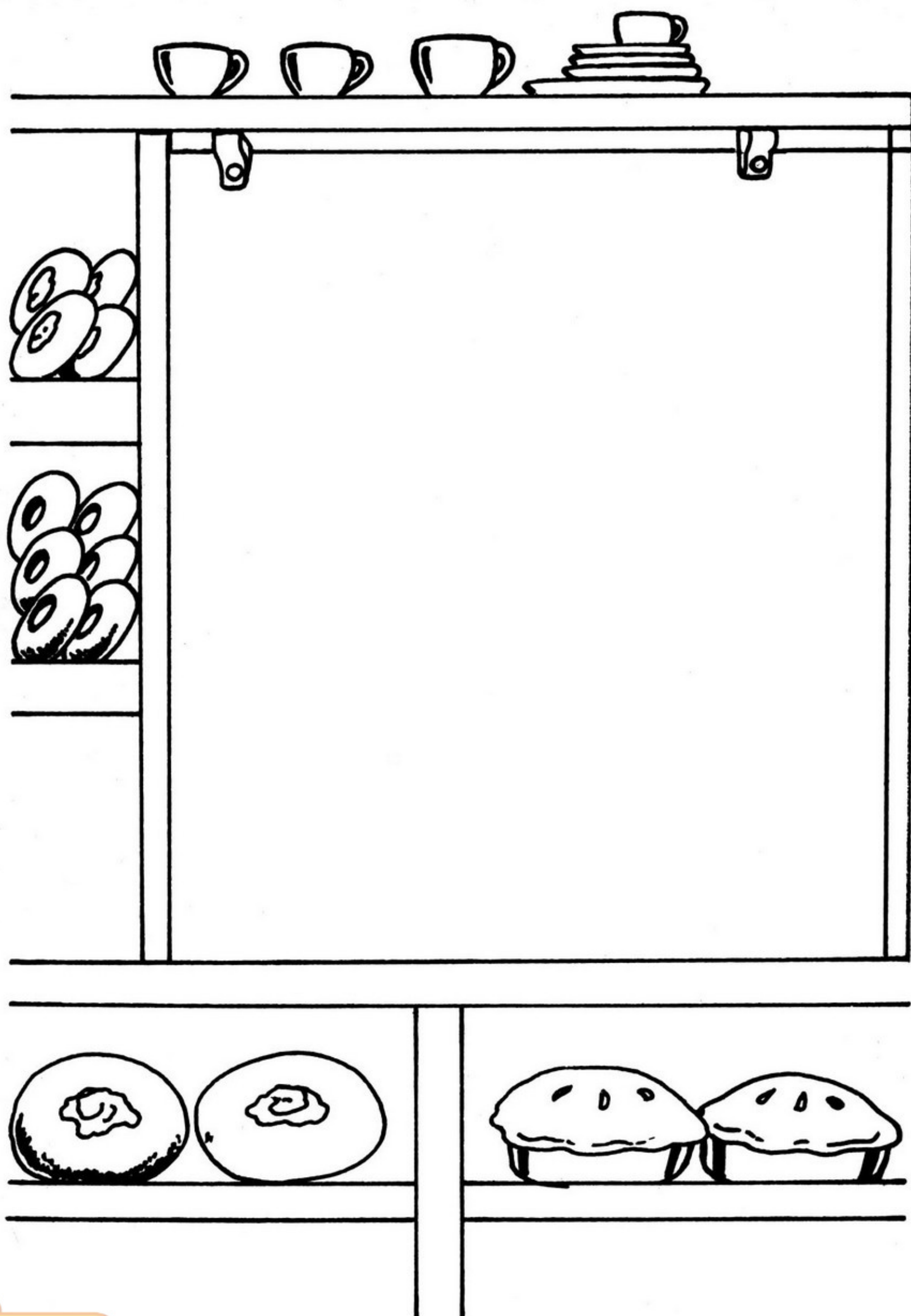
**NEXT BEETLEJUICE TRIES  
HIS HAND AT BEING  
A PASTRY CHEF.**





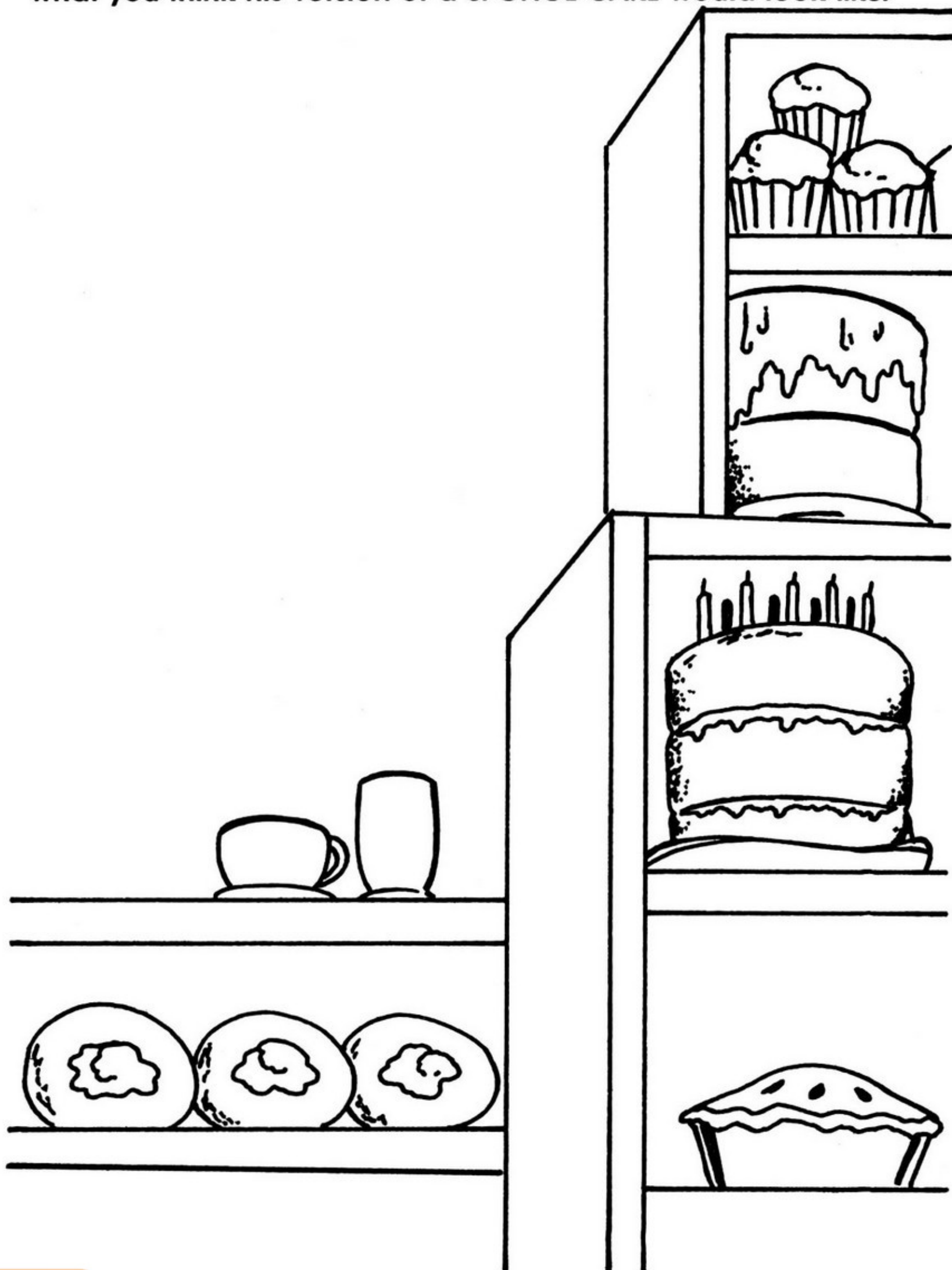
LYDIA IS HIS ASSISTANT.







Beetlejuice is thinking about going into the bakery business. On one of these two pages, draw what you think Beetlejuice's version of a **TURNOVER** would look like. On the other page, draw what you think his version of a **SPONGE CAKE** would look like.



WELL,  
THE FOOD BUSINESS  
IS A WASHOUT.



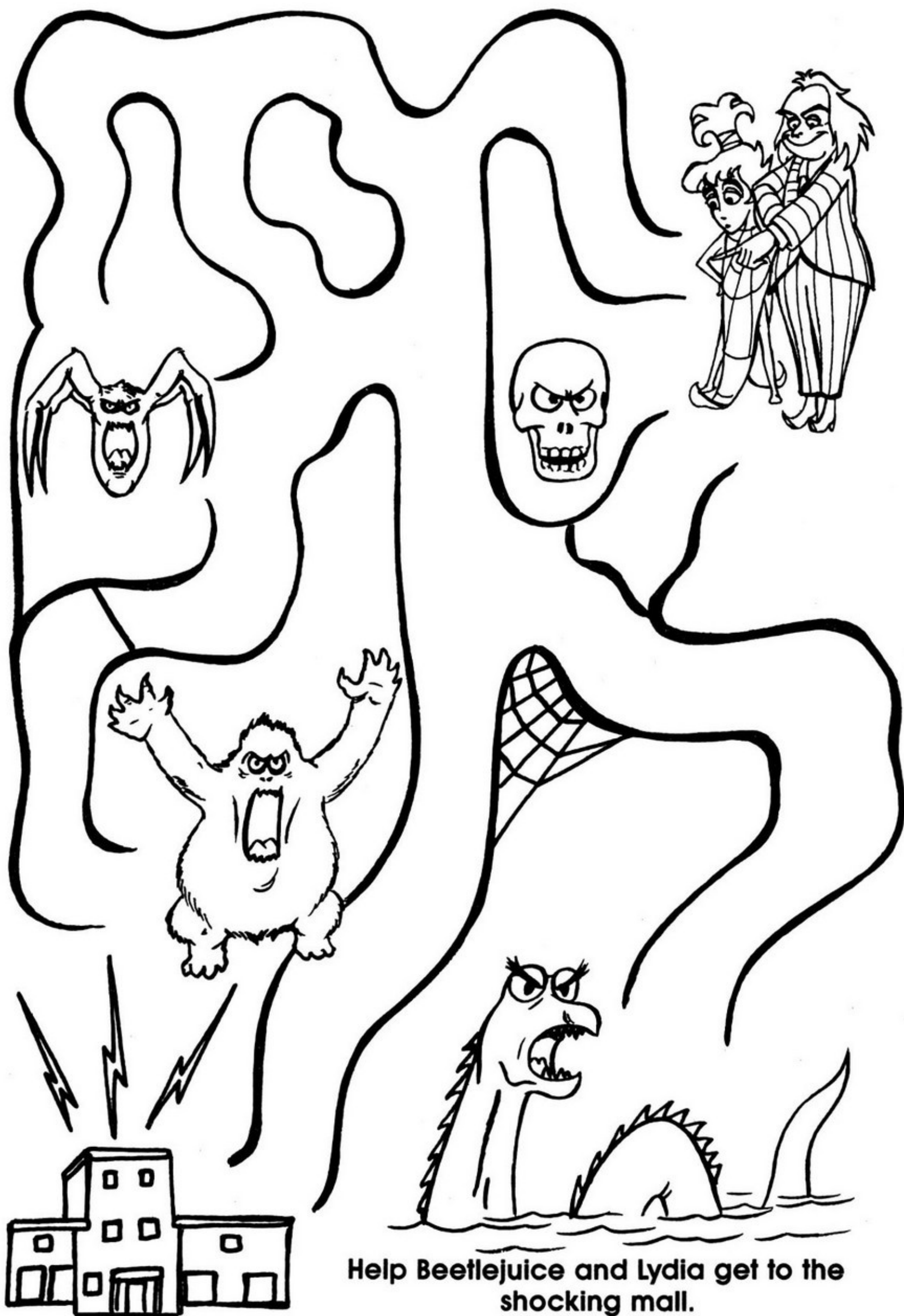




**MAYBE I COULD BE  
A SAILSMAN!**



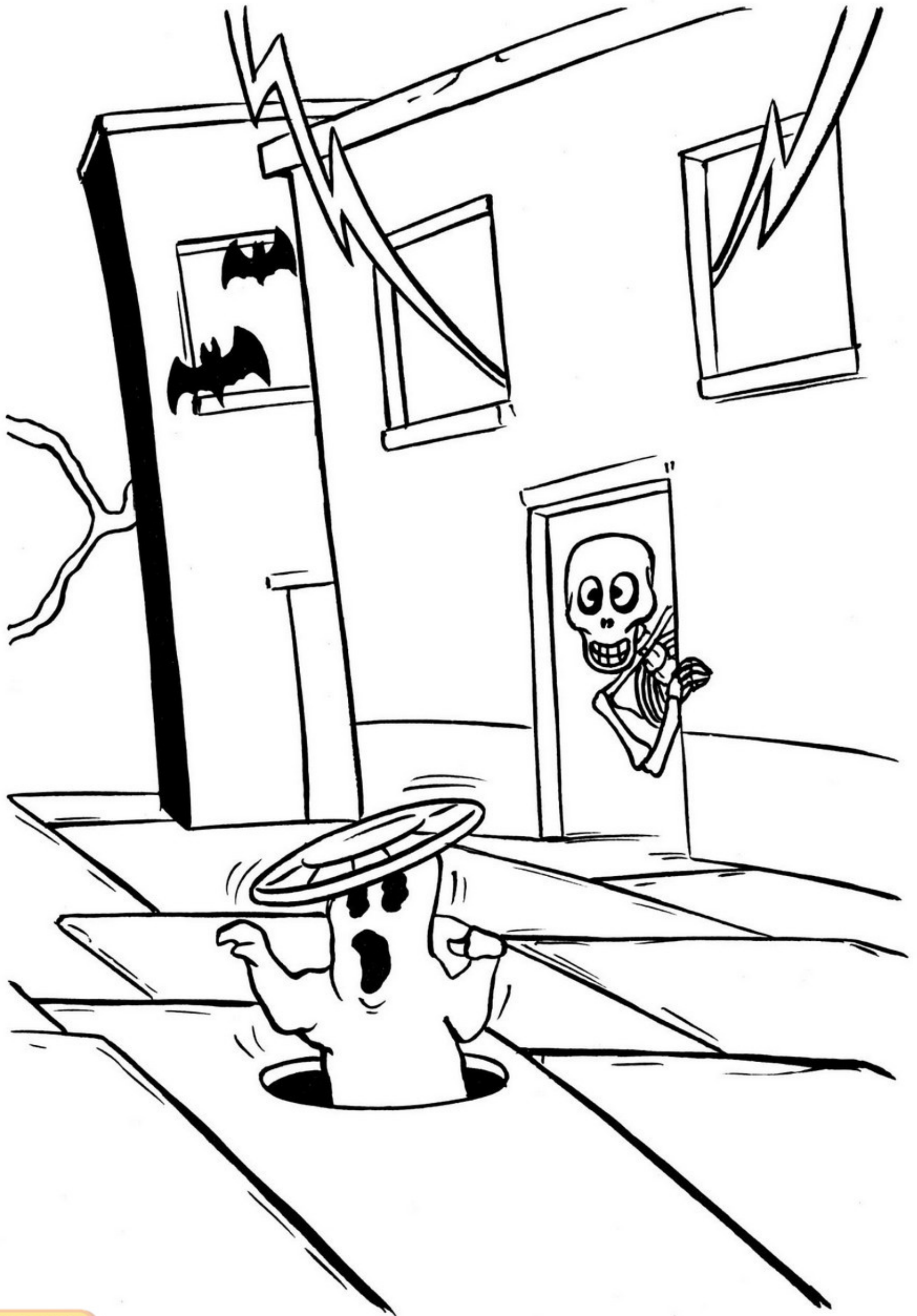




**MAYBE RENTING A STORE  
IN A SHOCKING MALL  
WOULD BE A GOOD IDEA!**



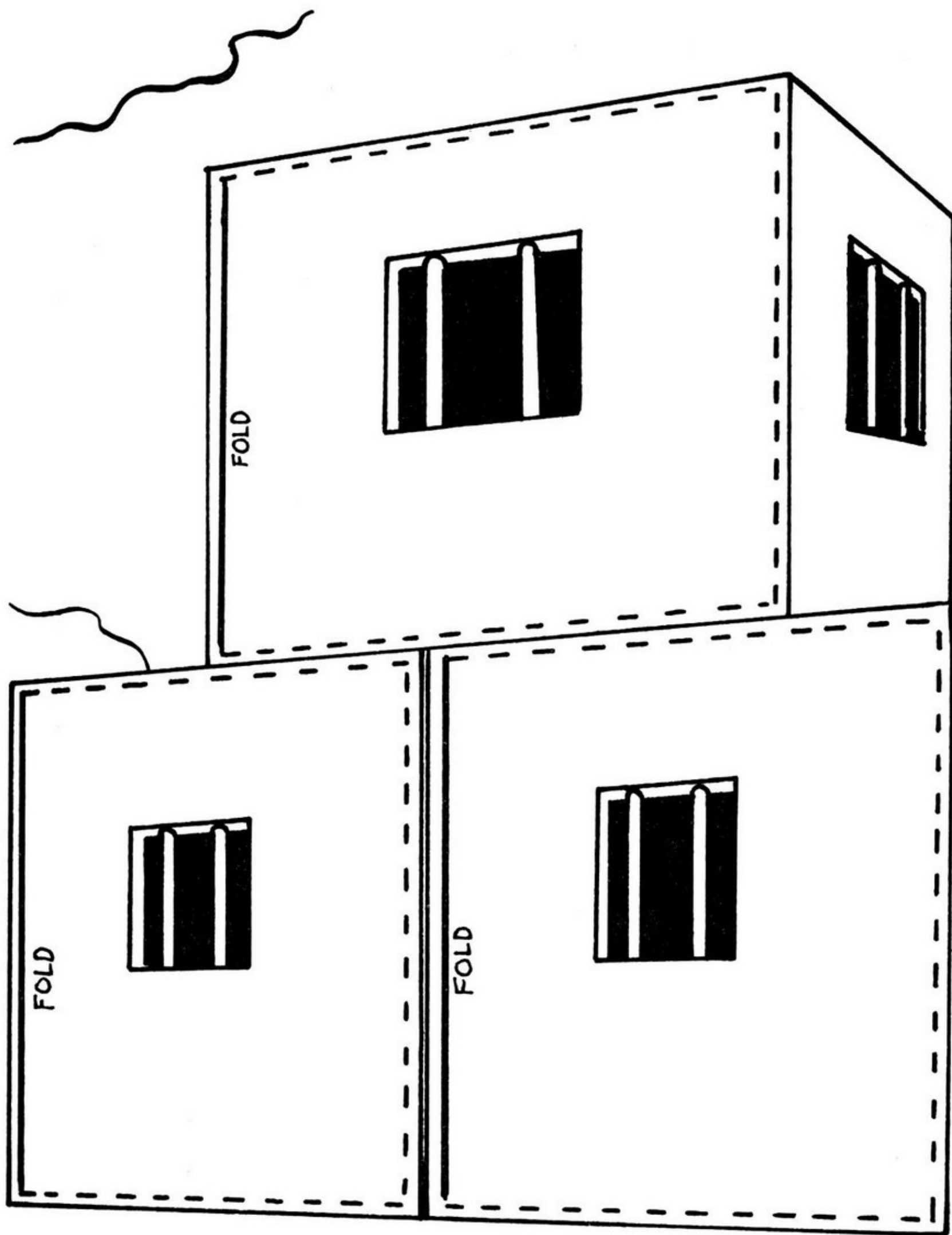




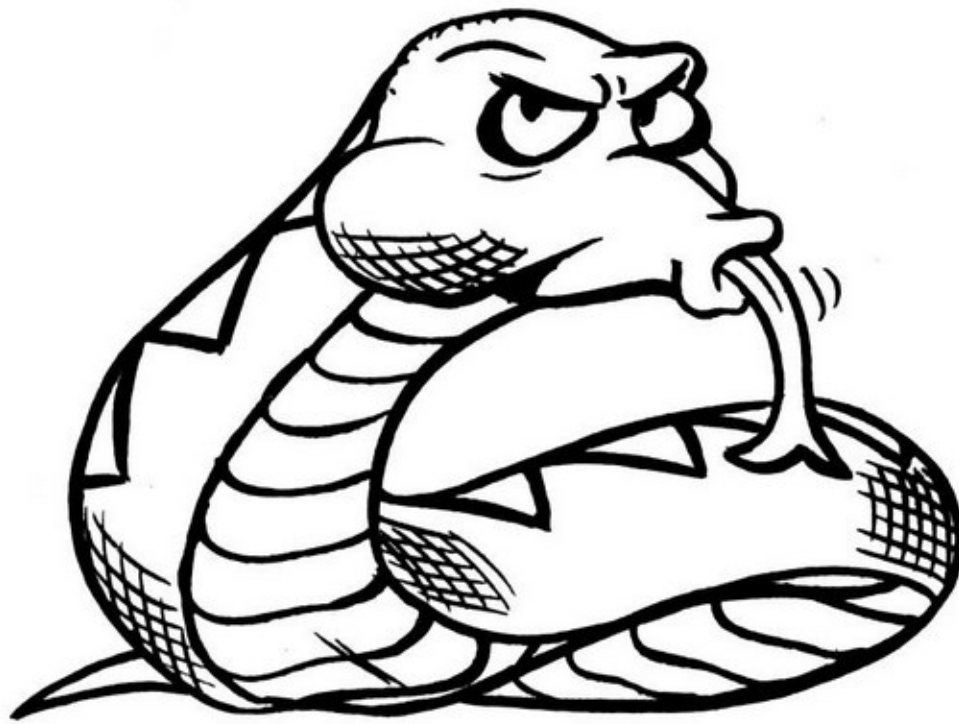


**BEETLEJUICE THINKS OWNING A PEST STORE WOULD BE A GOOD BUSINESS.**





Cut along the dotted lines of the cages.  
Fold back on solid lines to reveal Beetlejuice's  
favorite pests.







LYDIA VISITS A GIFT STORE AND FINDS. . .



RIBBONS. . .





... GREETING CARDS ...





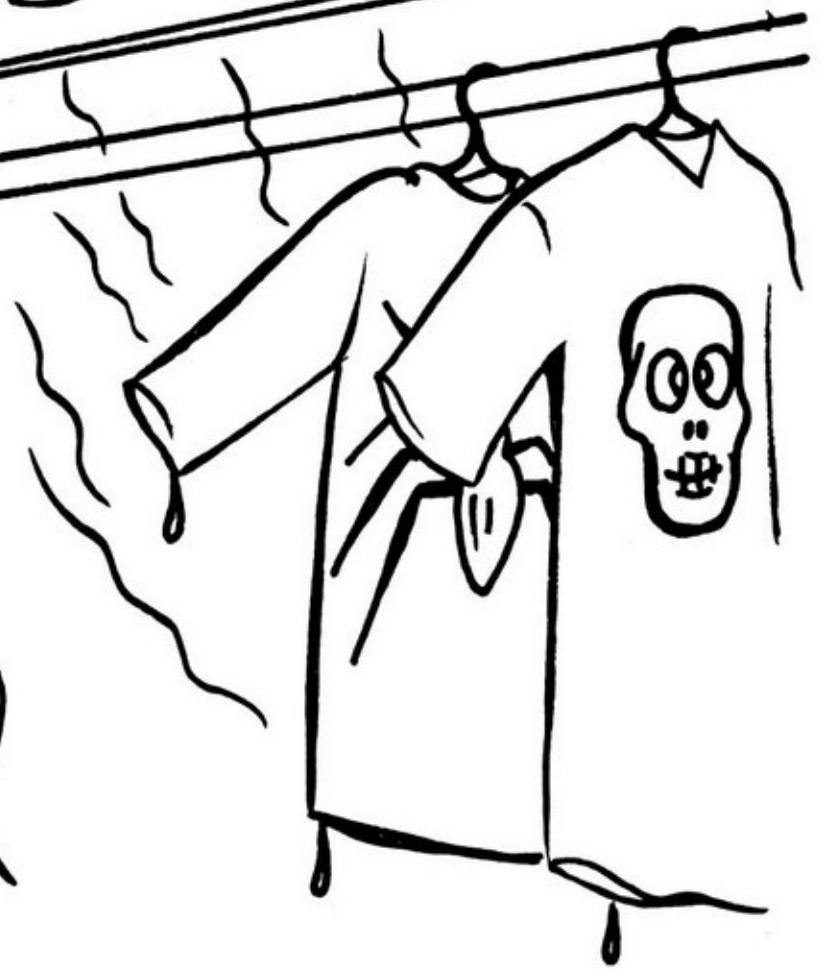


... AND RAPPING PAPER.

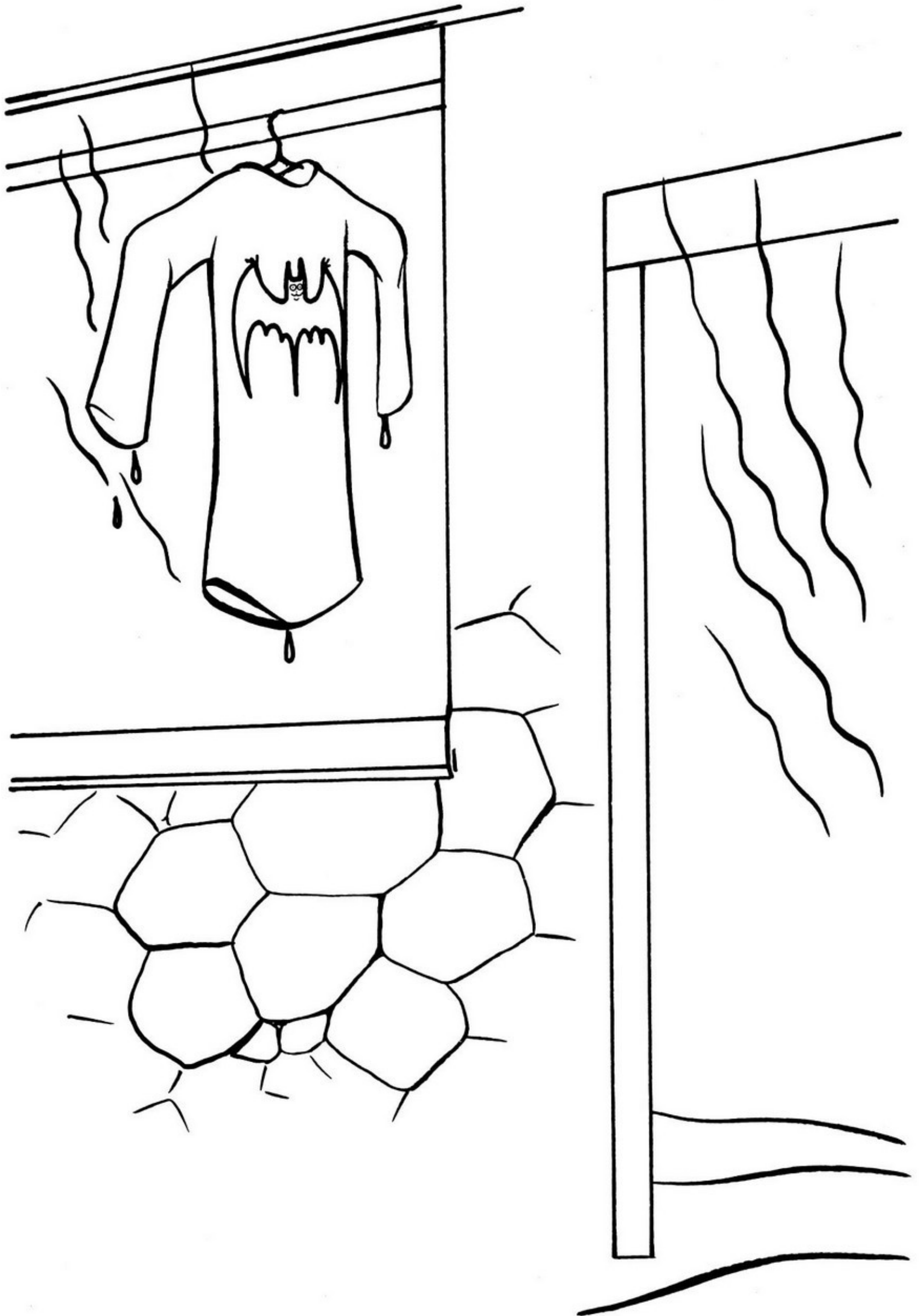




# SWEAT SHIRTS



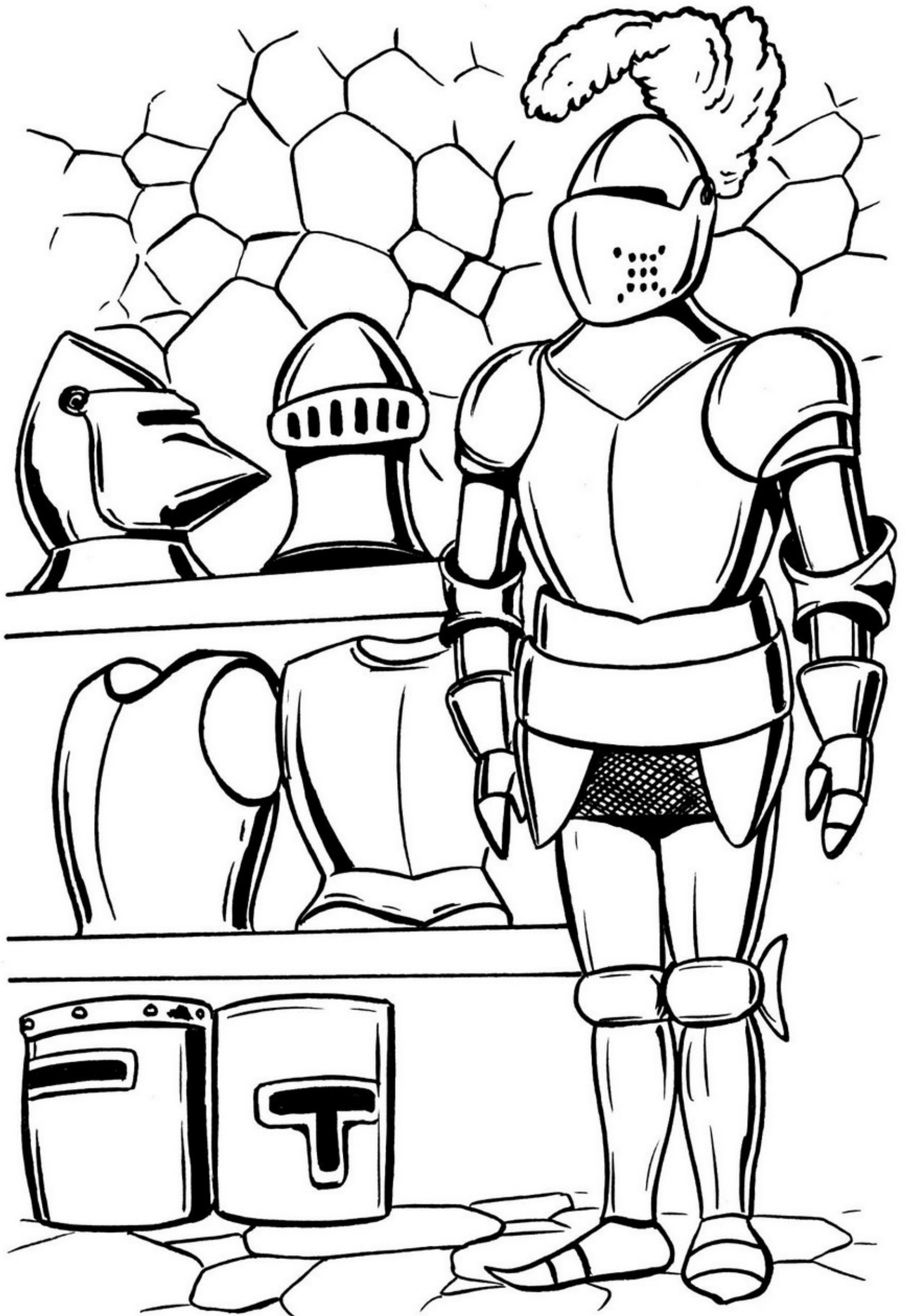
HERE'S A PLACE  
AFTER MY OWN  
ARMPITS.





# HARDWEAR STORE



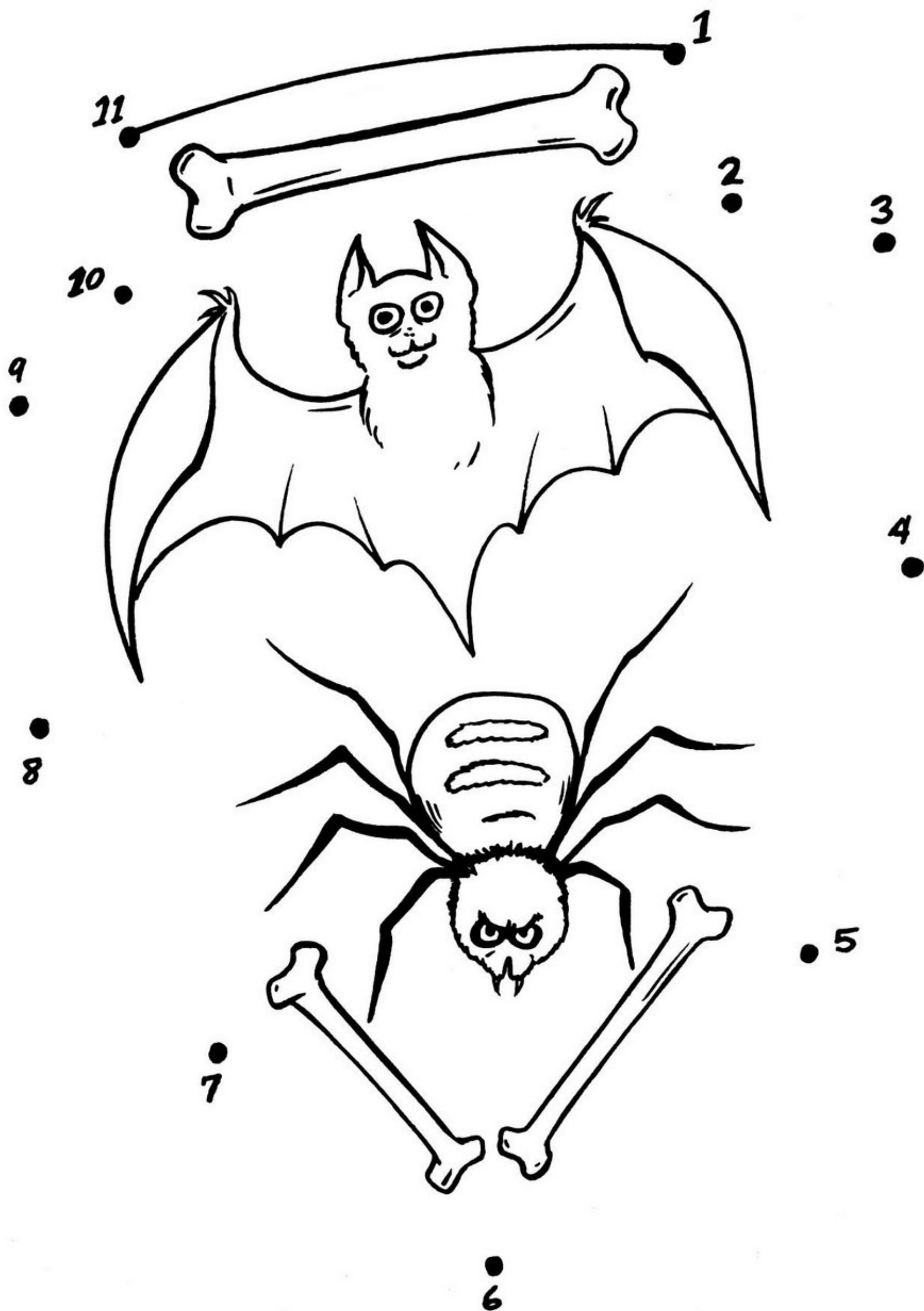








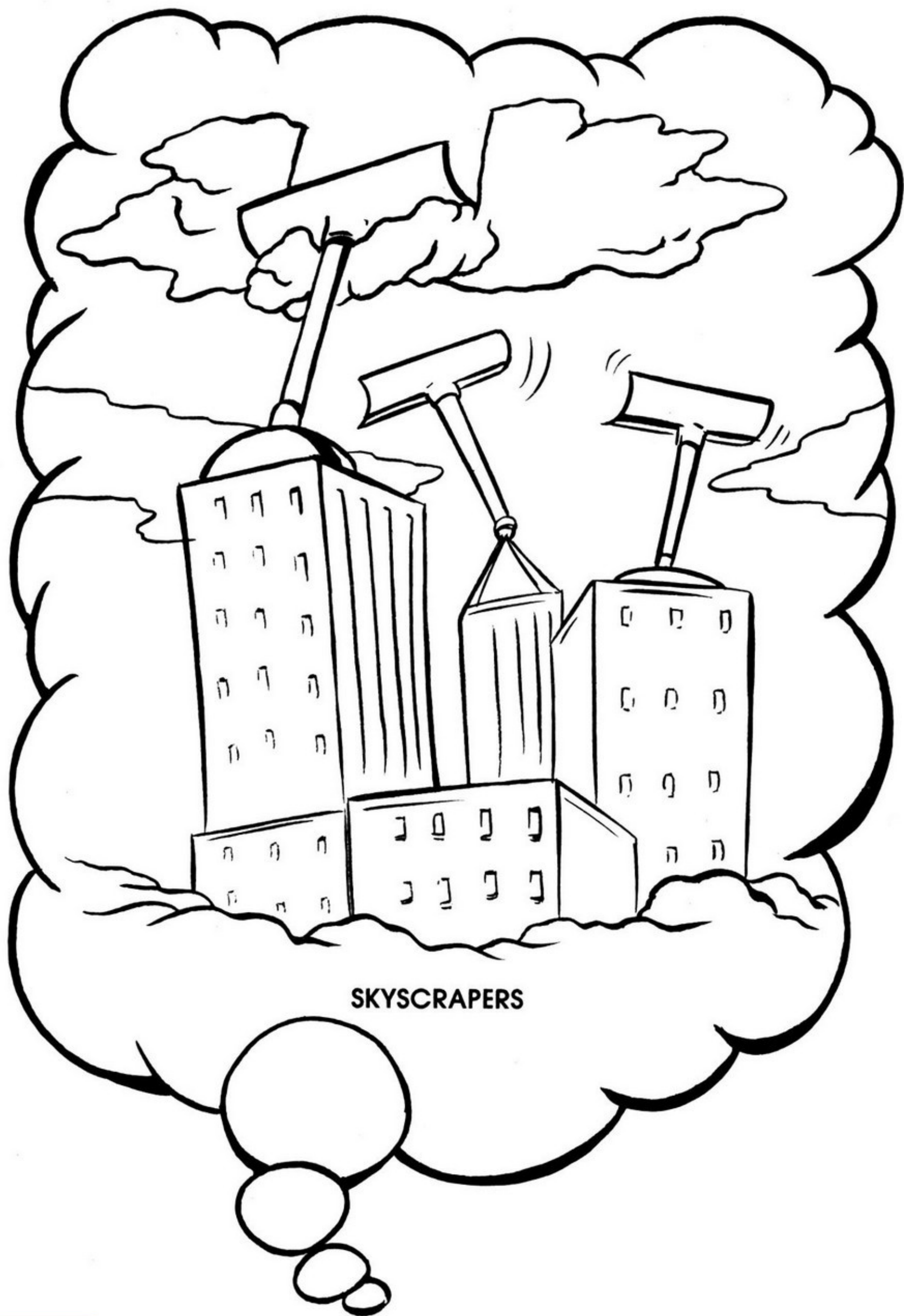




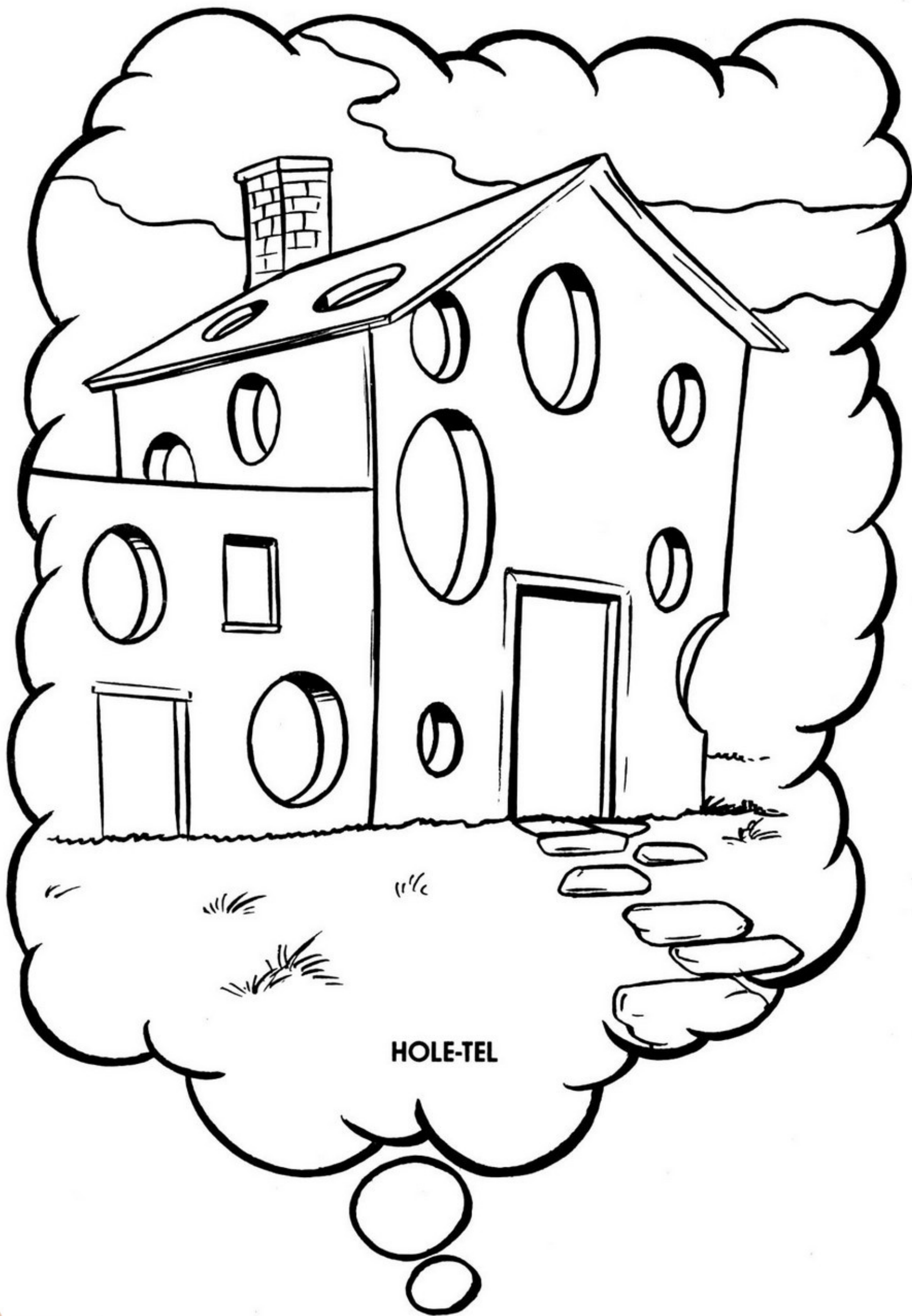


**MAYBE BUYING  
REAL ESTATE IS  
THE BUSINESS FOR  
BEETLEJUICE.**



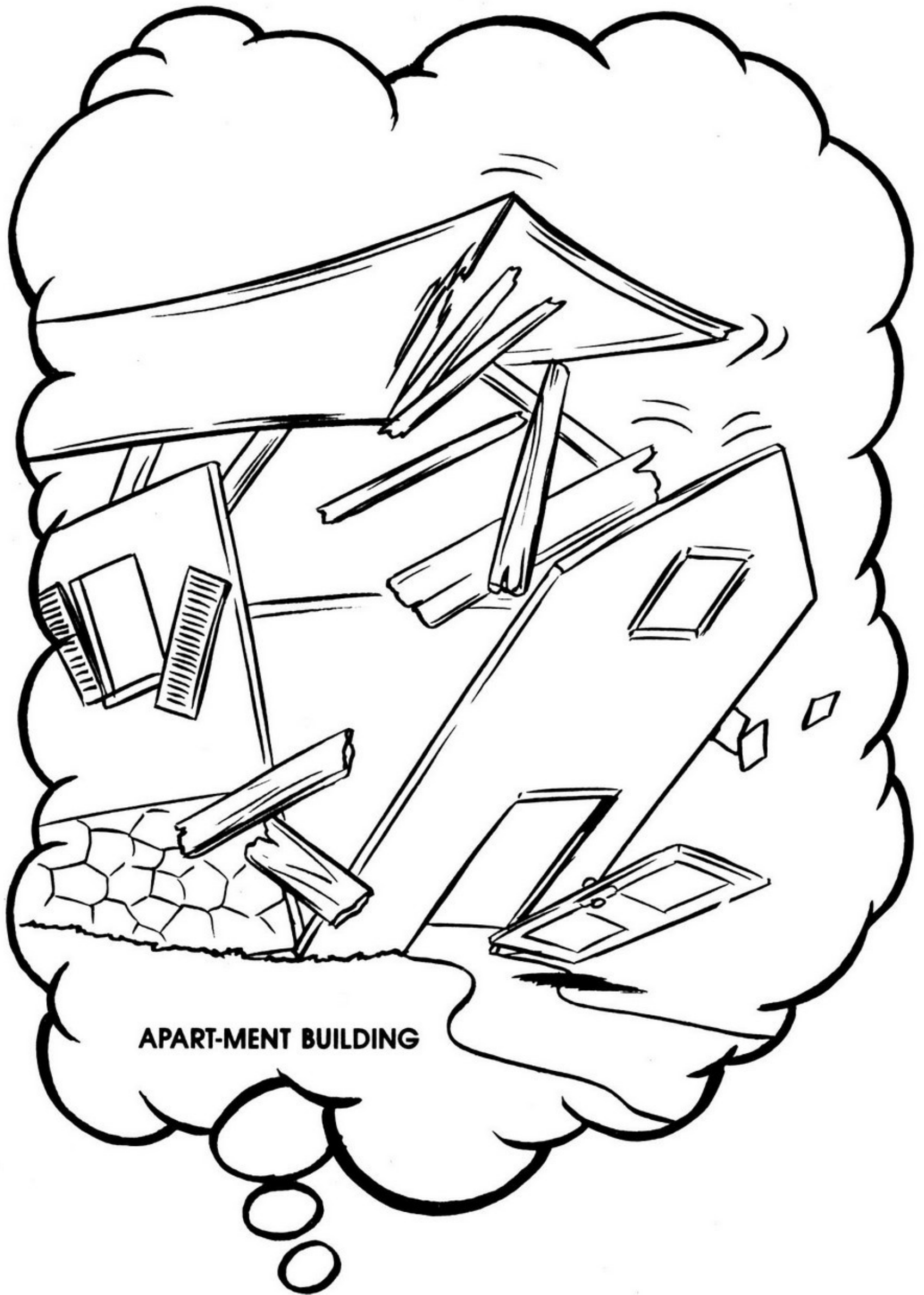


SKYSCRAPERS



HOLE-TEL





APART-MENT BUILDING

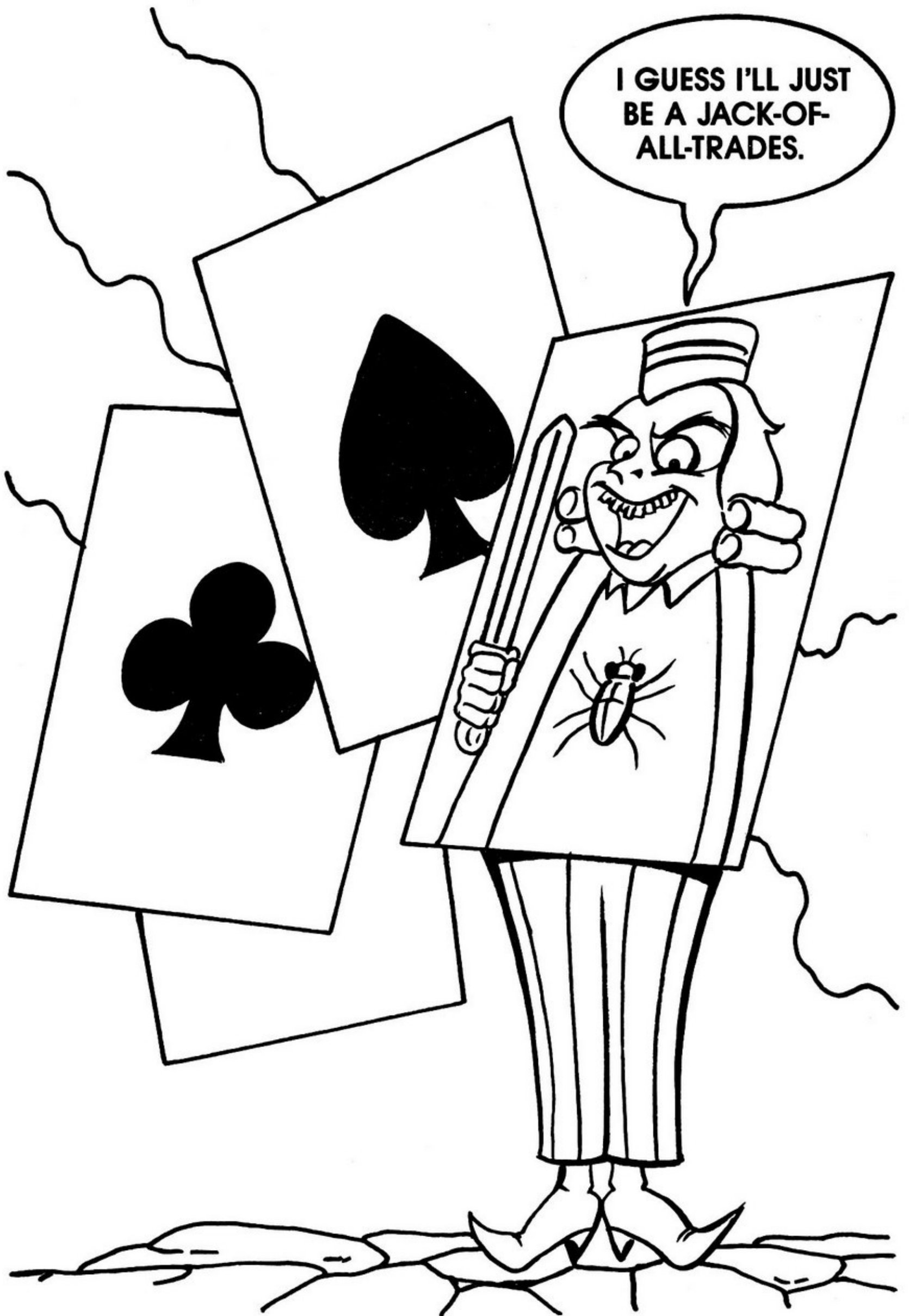
I CAN'T GET THE  
IDEAS OUT OF  
MY MIND.







I GUESS I'LL JUST  
BE A JACK-OF-  
ALL-TRADES.





# NIGHTMARE ON LYDIA'S STREET



I LOVE THIS TIME  
OF YEAR —  
HALLOWEEN!





**BUT MORTALS DON'T  
REALLY KNOW HOW  
TO CELEBRATE  
HALLOWEEN!**



NOW I CAN SHOW  
YOU WHAT  
HALLOWEEN'S  
REALLY ABOUT!





I'LL SHOW PEACEFUL  
PINES A HALLOWEEN  
IT'LL NEVER FORGET!







**I MUST  
REMEMBER NOT  
TO SAY  
BEETLEJUICE  
3 TIMES!**





OK, LYDIA, SAY THOSE  
THREE LITTLE WORDS I  
LONG TO HEAR.

**BEETLEJUICE!**





THAT'S ONE. COME  
ON, LYDIA, SAY IT  
AGAIN.





**ONE MORE  
TIME!**







**PLEASE, LYDIA.**

**I WON'T SAY IT  
AGAIN. NOW GO  
AWAY, BEETLEJUICE!**







PEACEFUL PINES TURNS  
INTO THE ENCHANTED  
FOREST.











LYDIA SAYS SHE HAS AN  
EMERGENCY.







**BEETLEJUICE THINKS LYDIA  
MIGHT TRY TO STOP HIM,  
SO HE COVERS HIS  
TRACKS.**





**Beetlejuice hasn't outsmarted Lydia this time.**











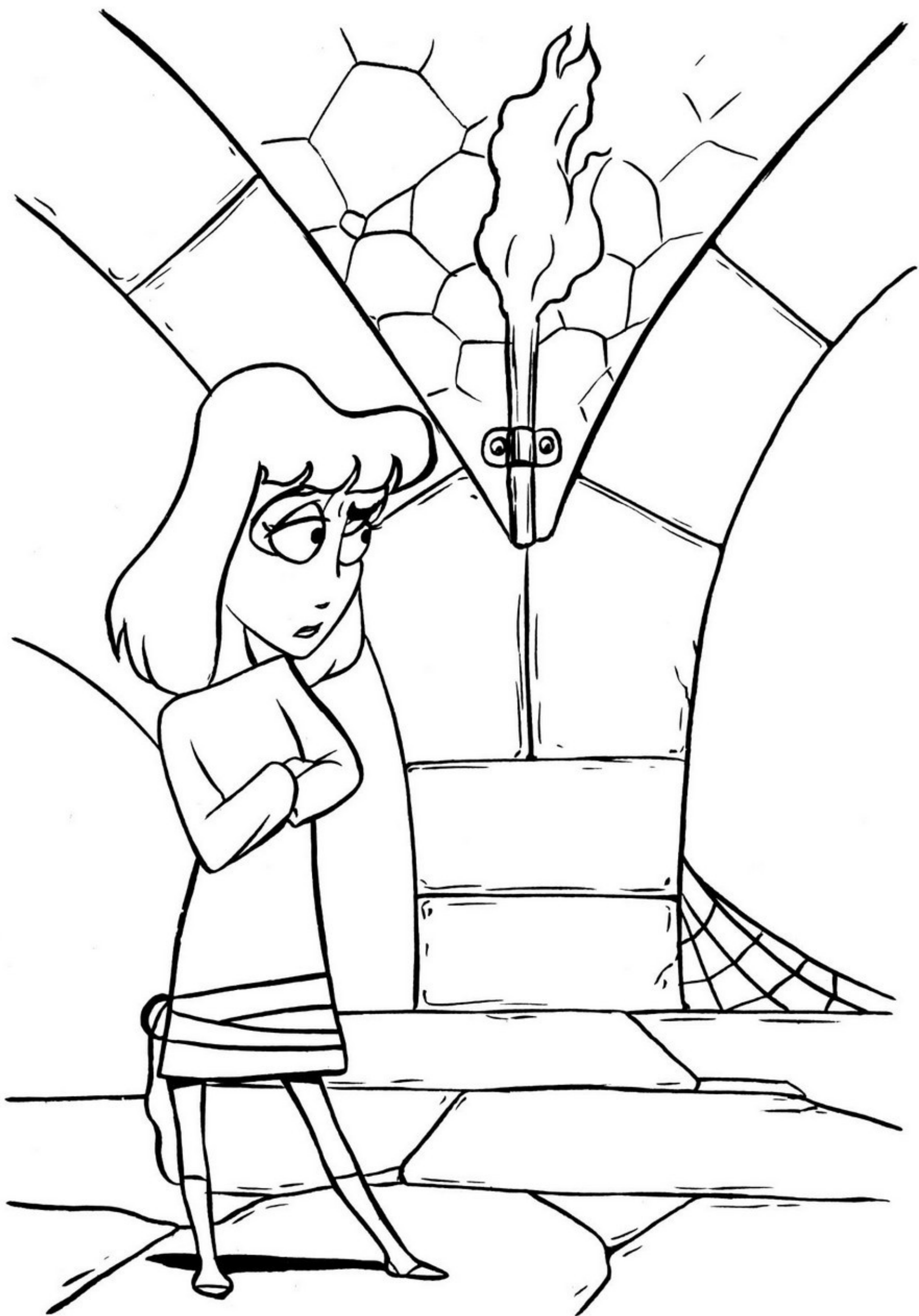












PACK ALL YOUR  
TROUBLES IN AN  
OLD KIT BAG. . .



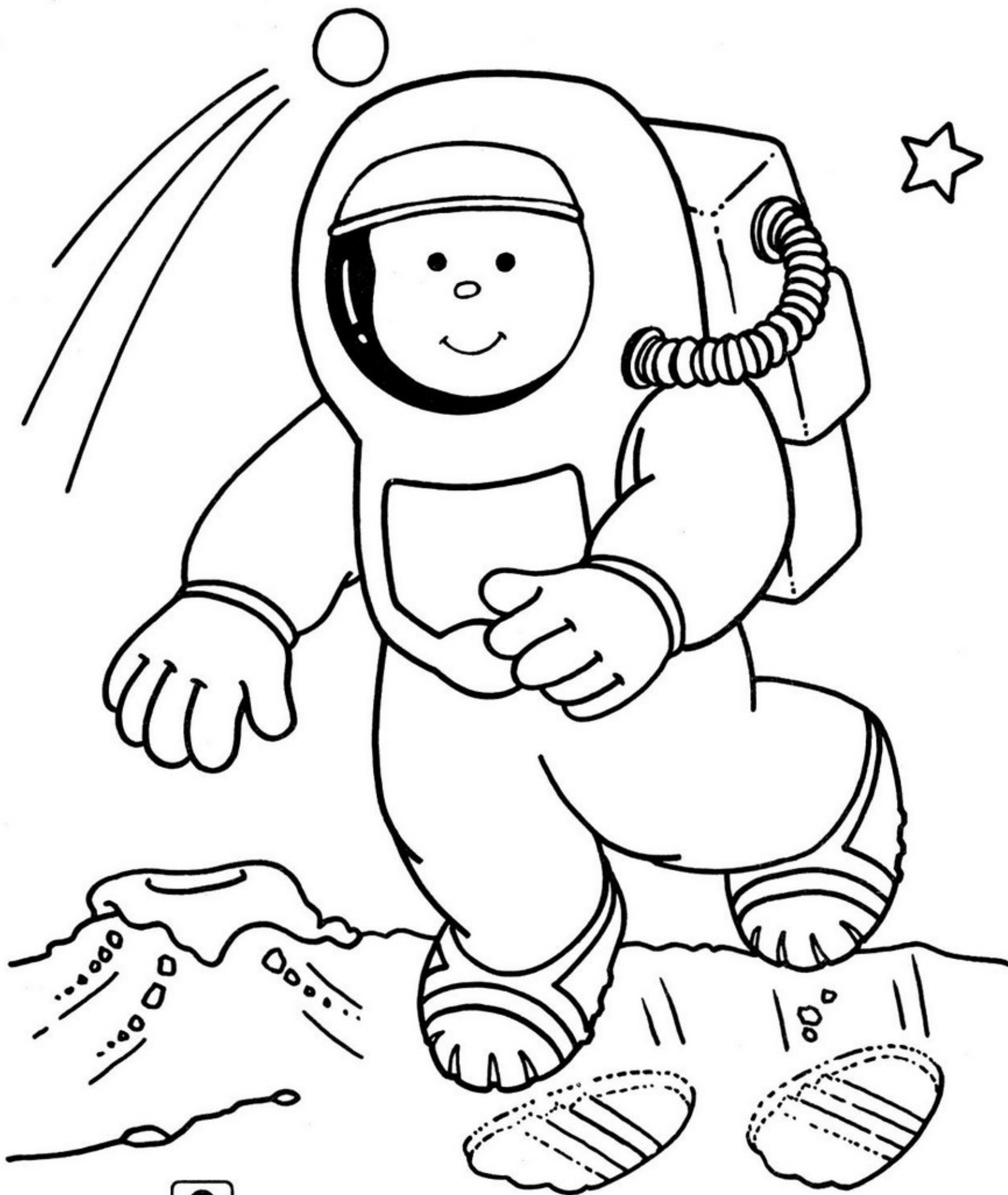












PRINT CLEARLY



# 1991 Golden Coloring Contest Picture

© 1990 WPC

Adult may complete all information below.  
Entry Deadline: September 1, 1991

Name \_\_\_\_\_ Birthdate \_\_\_\_\_ / \_\_\_\_\_ / 19  
Month Day Year

Address \_\_\_\_\_ Apt.# \_\_\_\_\_ Boy \_\_\_\_\_ Girl \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of parent or guardian \_\_\_\_\_

Store where purchased \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_





Let Your Child  
Reach for  
the Stars  
in the

# 7<sup>TH</sup> ANNUAL NATIONAL GOLDEN COLORING CONTEST



Here's all you do  
to enter:

1. Color the picture of the astronaut on the last page of this coloring book and fill in the information at the bottom.
2. Send the completed picture before September 1, 1991 to:  
Reach for the Stars • Golden Coloring Contest  
P.O. Box 3066 • Northbrook, IL 60065-3066

Be the winner in your own age group.

## —OFFICIAL RULES—

### REACH FOR THE STARS GOLDEN COLORING CONTEST

1. **TO ENTER**, color the contest picture on the official entry form. Hand print your name, the name of your parent or legal guardian, your address and zip code, and your birthdate in the spaces provided. Enter as often as you wish, but use only original 1991 entry forms found on the last page of special Golden Coloring Contest Giant Coloring Books. (NOTE: Parents/ legal guardians may fill in bottom portion of entry form.) Photocopies and reproductions are not permitted. Send each entry in a business-size, #10 (4 1/8" x 9 1/2") envelope. Only one entry per envelope allowed. Only Florida, Maryland, Arizona, and Vermont residents may receive a free official entry form before July 30, 1991, by sending a self-addressed #10 (4 1/8" x 9 1/2") stamped envelope (Vermont residents may omit stamp) to: REACH FOR THE STARS GOLDEN COLORING CONTEST Entry Form, 102 Wilmot Road, Suite 100, Deerfield, IL 60015-5016. Only one entry form will be sent in each envelope.

MAIL ENTRIES TO: REACH FOR THE STARS GOLDEN COLORING CONTEST  
P.O. Box 3066  
Northbrook, IL 60065-3066

2. Contest begins December 1, 1990, and ends September 1, 1991. All entries must be postmarked by September 1, 1991, and received by September 10, 1991. Sponsor is not responsible for lost, late, stolen, misdirected, damaged, postage due, or incomplete entries. Winners will be judged by David Kessler & Associates, Inc., an independent judging organization, using professional or trained artists for final judging.

3. All entries meeting contest requirements will be divided into four age groups: 3-4; 5-6; 7-8; and 9-10, based on contestant's age as of September 1, 1991. Entries in each group will be judged on:

|                                             |     |
|---------------------------------------------|-----|
| • Creativity                                | 30% |
| • Overall artistic effect                   | 30% |
| • Interpretation of elements in the picture | 20% |
| • Neatness                                  | 20% |

Judges' decisions are final on ALL matters. There will be four Grand Prizes, one for each age group. Prizes will be awarded to the highest-scoring entry in each age group. Ties will be broken on the basis of overall artistic effect. Prize winners will be notified via mail on or about January 31, 1992.

#### 4. Prizes:

**Four Grand Prizes** (1 for each age group): A 7-day/6-night trip for a family of four (no more than two adults) to see the Smithsonian Air and Space Museum in Washington, D.C., including round-trip airfare via economy class from major airport nearest to winner's home, some date restrictions apply; hotel accommodations on a quad basis; and rental of a midsize car. Meals, gratuities, taxes, insurance, items of a personal nature, including gasoline, and any other items not specifically listed are not included. Trips to be taken prior to December 31, 1992. Approximate retail value: \$5,000.\*

\*Total prizes have a retail value of approximately \$20,000 as of June 18, 1990.

Prize travel arrangements limited to continental United States, Alaska, and Hawaii. Prizes are nontransferable and no substitutions or cash redemptions are allowed. If a prize is unavailable, sponsor has sole right to substitute a prize of equal or greater value. All taxes are responsibility of the winners' parents/legal guardians.

Prizes will be awarded to the child but delivered to the parent or legal guardian whose name appears on the entry form. Proof of eligibility and releases from liability from all winners will be required within fifteen (15) days of notification.

5. Entry forms, including illustrations, become the sponsor's property and may be used as a source for mailings by the sponsor or its agents. None will be returned. By entering, winners consent to the use of their names, likenesses, photographs, and entries for publicity and advertising purposes by the sponsor without additional compensation, and may be required to execute an advertising/publicity release.

6. By entering the contest, all participants agree that all prizes are awarded upon the condition that Western Publishing Company, Inc., David Kessler & Associates, Inc., and their respective affiliates, agencies, or employees will have no liability whatsoever for any injuries, losses, or damages of any kind resulting from the acceptance, possession, or use of the prizes.

7. Contest open to United States residents 3 through 10 years old as of September 1, 1991. ALL previous Grand Prize winners and First Prize winners of ANY preceding Golden Coloring Contest are ineligible to win. Employees of Western Publishing Company, Inc., David Kessler & Associates, Inc., any of their affiliated companies, agents, advertising and promotional production agencies and their immediate families are not eligible to win. Void where prohibited by law and subject to all applicable federal, state, and local laws.

8. Sponsor reserves the right to test the eligibility of any entrant and disqualify anyone who does not submit to a coloring test and/or prove his or her abilities, if requested. Any entry submitted in another person's name will be declared ineligible.

9. For a list of prize winners, send a self-addressed stamped envelope to: Winners List for REACH FOR THE STARS GOLDEN COLORING CONTEST, P.O. Box 338, Northbrook, IL 60065-0338. Requests must be received by September 30, 1991.

Sponsor: Western Publishing Company, Inc., Racine, WI 53404.

Agency: David Kessler & Associates, Inc., Deerfield, IL 60015.

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**Kids...Color the astronaut.**  
**Parents...Read the contest rules above for details.**



Let Your Child  
Reach for  
the Stars  
in the

7<sup>TH</sup> ANNUAL  
**NATIONAL GOLDEN CONTEST**

Be the  
winner  
in your own  
age group.  
Ages 3-4;  
5-6; 7-8;  
and 9-10.



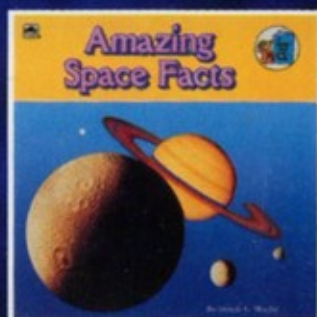
## FOUR GRAND PRIZES That Are Out of This World!

Four families will spend a week in Washington, D.C.  
to visit the Smithsonian Air and Space Museum.  
Trip includes airfare and lodging for a family of four.

ISBN 0-307-03315-5



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## FREE BOOK BONUS!

THE FIRST 50,000 ENTRIES will receive  
a full-color *Amazing Space Facts*  
Golden Look-Look® Book.  
SEE INSIDE FOR COMPLETE DETAILS